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LESS THAN 1¢ WORTH IN A CAKE

MAGIC

LESS THAN 1¢ WORTH for a big three-layer cake! That's all it costs when you use Magic Baking Powder. And you get a fine quality that never varies—absolute purity and dependability. No wonder Canada's most prominent cookery experts say it doesn't pay to take chances on doubtful baking powder. Bake with Magic and be sure!

MADE IN CANADA "CONTAINS NO ALUM." This statement on every tin is your guarantee that Magic Baking Powder is free from alum or any harmful ingredient.



EDWARDSBURG CROWN BRAND CORN SYRUP

Pure, wholesome, and economical table Syrup. Children love its delicious flavor.



THE CANADA STARCH CO. LIMITED, MONTREAL.

Aviation Was Magic Key

Wines Made Opening Up Of New Guinea Gold Fields Possible

History will record the activities of the goldfields of the Mandated Territory of New Guinea as one of the wonders of the world; for in that outpost of Empire aviation has been used as a magic key to open one of nature's richest stores of golden metal.

Never before has the science of the air played such a part in any goldfield, for the New Guinea goldfields of Bulio, Wau, and Eddie Creek are entirely dependent on the service of giant monoplanes. Zooming up from the coast 8,000 feet into the air over jungle-clad mountains, these great planes keep those three tiny gold centers in constant touch with the outer world.

Perhaps the aerial transport of dredges—carried piece by piece—was one of the greatest accomplishments in that epic of achievement. Gold worth approximately \$80,000 is now being carried monthly to the coast.

Over that arduous country the fastest native carrier would take a week to do the journey of 70 miles from Lae and Salamone, which the monoplanes now cover in less than an hour.

To carry the dredges, the dredging company bought a G35 tri-motored Junkers plane with a 521 h.p. engine, capable of carrying over three tons of cargo. Three of these planes are now in use. There are six aural

companies now competing for trade. Although it is twelve years since "Shark-Eye" Park, braving the fiercest savages, first discovered gold on Koranga Creek, a tributary of the Bulio River, it is only six years since Lieutenant Mustar flew the plane, an old D.H.57, from Lae to Wau. Since then events have moved rapidly. To-day there are three big companies and several agencies working the fields.

Moulded into 30-lb. bars, all the gold is loaded into planes at the Wau drome, and within an hour delivered at the Salamone Post Office on the coast. From there it is sent parcel post by steamer to Sydney.

In one year nearly 3,000 tons of materials and stores were carried by planes to the fields. All the refrigerated foods, shipped from Australia, were conveyed to the settlements in this way.

As the accommodation improves, the wives and families of the settlers are beginning to appear on the fields. The bungalows are fitted with electric light and radio sets. The work goes on all round the clock—a three-shift day—the only breaks in this fight for gold being on Good Friday and Christmas Day.

A few miles further inland the natives are most warlike and treacherous. From one crag of rugged country it is possible to see across into the huts of a native village. To reach that village might take a long day's work of dangerous climbing and crawling down and up cavernous ravines. This is the insuperable nature of the jungles of aviation has conquered.

It has been a picturesque conquest. Among the live stock carried by great monoplanes are all the bulls, cows and mules of the settlements. There are three dredges now on the field, and a fourth is being carried up. The carrying of one dredge alone was an engineering feat in itself, for each dredge weighed 1,200 tons. They were designed in 22-ft. lengths to fit the planes, and it took 460 flights up or 600 flights altogether to complete the job of carrying one dredge.

A Huge Pendulum

An 85-foot pendulum, believed to be one of the largest in the world, has been hung in the Frank Institute in Philadelphia to tell how the earth is rotating. Made of vacuum steel, the pendulum itself is very light, but the bob at the end of it is said to weigh 1,800 pounds. The manner in which the pendulum swings indicates the earth's rotation.

A Notable Achievement

It is announced officially from Washington that since March 1 last 2,300,000 men in the United States have returned to work. Surely this is an amazing achievement in one year—the result of better times and tremendous energy on the part of the man in the White House and his host of enthusiasts, says the Toronto Globe.

The Kramnagge power plant, to be the biggest in Sweden, is now being built in Jamtland province, to harness the energy of the most powerful water groups in the country.

Grain Conference Reports

New Book Prepared By Grain Experts Will Prove Of Interest

Among the new books that promise to be of interest and value particularly to those engaged in the growing and marketing of grains, and to economists, are the two volumes of the proceedings of the World's Grain Exhibition and Conference which was held at Regina, Sask., from July 21 to August 8, 1928. This event was the largest and most comprehensive exhibition of grain and its allied industries ever held, and the conference was the most representative ever assembled to discuss the problems of production and marketing of grain. One hundred and seventy papers were presented on every major aspect of these problems by authorities with worldwide reputations.

These papers have been arranged in two volumes. A considerable amount of discussion regarding marketing problems has been included in the first volume along with sixty papers on the economic aspects of grain production and marketing. The second volume contains over one hundred papers on scientific research in connection with grain production. The material in these volumes presents the findings of scores of workers in the leading universities, experimental farms, and laboratories of fourteen different countries, and includes reports from such agencies as the Food Research Institute, California; Broomhall's Corn Trade News, Liverpool; Dominion Rust Research Laboratory, Winnipeg; Rothamsted Experimental Station, England; Canadian Wheat Pool, Regina; Winnipeg Grain Exchange, Winnipeg; Dominion Bureau of Statistics, Ottawa; Dominion Department of Agriculture, Ottawa; United States Department of Agriculture, Washington; and scores of other famous organizations and institutions. The first volume is now in circulation and the second volume will be ready on April 1st next. The publishers are the Canadian Society of Technical Agriculturists, Ottawa.

THE RHYMING OPTIMIST

By Aline Michaels

SONG

Love, let me bring To you a part Of this glad spring
Which in my heart Lifts leaf and bud In sanguine songs,
Which in my heart Lifts leaf and bud In sanguine songs,
To you belongs.

All other springs, Swift-winged, went by; Through this March rings New festivity.
And, till you came, No April's kiss Woke with its flame Perennial bliss.

Government And Packers Co-Operate

Modern Canadian packing houses know that careful grading and selection of animals, scientific control of operations, and immaculate cleanliness are essential to success. Therefore, they recognize that a service such as government inspection by the officers of the Dominion department of agriculture, designed for the protection of the consumer, is of equal value to the packers themselves.

He: Will you marry me?
Hesitate: No, I'm afraid not.
He: Oh, come on be a support.

Argentina's 1923-33 peanut crop has reached the record of 78,287 tons.

YOUR HIDDEN TROUBLE

Incomplete elimination of body wastes causes the most common trouble of the body. It is the cause of indigestion, constipation, and all the ills that follow. It is why you often feel weak and weary, or suffer from headache and nervousness. It is why you are unable to sleep, or why you are unable to get enough sleep, fresh air, and exercise to keep your body and mind in good health. Get enough sleep, fresh air, and exercise to keep your body and mind in good health. Get enough sleep, fresh air, and exercise to keep your body and mind in good health.

In the Famous Green Box

WAXED PAPER

Has a hundred uses. Always have a box in the kitchen.

Appleford PAPER PRODUCTS
HAMILTON, ONTARIO

AFTER 50

Scott's Emulsion is a great comfort. It warms, strengthens, sweetens the blood. The emulsifying process makes it easy to digest.

SCOTT'S EMULSION
RICH IN VITAMINS



Homes For Working People

Large Number Built Annually In Nearly Every Country

In the years between the Armistice and the economic collapse of 1929 all the belligerent countries witnessed a great efflorescence of housing. Germany up to the beginning of 1928 built very nearly 1,400,000 new dwellings. A very large part of this number was modernistic as well as modern, of a type that is found in other countries.

England and Wales before the war used to build an average of 75,000 homes annually. Between 1921 and 1930 the annual average was very nearly 200,000 homes and from the Armistice to the present day the number of new dwellings must be well over two million. To this extent Lloyd George's pledge of a country fit for heroes to live in has been met. Here at home we have had an enormous amount of housing construction, without any government subsidy except tax exemption over a period of years.

Vienna's model working-class homes are thus no peculiar phenomenon; and 50,000 such dwellings, as estimated, would not be greatly excessive, considering that Vienna is the only large city in Austria.—New York Times.

NERVOUS, SLEEPLESS

Mr. Wm. Downing of 5 Hamilton Road, London, Ont., says: "I was all nerves and sleepless for weeks. My appetite was poor, I became weak and tired from pain in my back. In fact, I was sick all over. But the wonderful change, so continued to use it until I felt normal again."

Write Dr. Pierce's Clinic, Buffalo, N. Y.

No Branch Line

Will Not Proceed With Making Cut-Off At Present Time

The government does not propose to proceed with the Making cut-off on the Hudson Bay railway, until there is a much greater trade activity than foreseen at the present time. This was intimated to the house of commons by Hon. R. J. Manion, minister of railways, in answer to a question asked by A. L. Beaudin (Liberal, Provence). Mr. Beaudin said construction of the Making cut-off as a relief measure had been promised by both Dr. Manion and the present prime minister during the 1930 election campaign. He suggested that, in view of the likelihood of an election within the next year, something should be done about it.

Dr. Manion said he had never made such a promise.

Big Business In China

Factories Turn Discarded Cigarette Ends Into Smokeless For Cools

Cigarette butts are big business in China. According to an estimate of the bureau of social affairs, about 3,000 men, women and children earn their rice each day by gathering discarded cigarette ends from the streets of Shanghai. One factory alone receives an average of 15 wheelbarrows full of butts a day. It employs 25 persons to turn them into cheap cigarettes and cheroots for sale to poor Chinese coolies. There are a dozen similar factories situated in the international settlement and French section of Shanghai.

China Fixes Medical Fees

Canton, China, complains that Chinese and foreign physicians have grown rich on excessive charges and fixed a price list of services. Minor operations must not cost more than \$10, nor major operations more than \$100. The fee for a first consultation is fixed at \$1 and for a second and later consultations 40 cents.

"What's the matter, Oscar—you look terrible."
"My wife's on a diet."

Little Helps For This Week

"I will bless the Lord who hath given me counsel."—Psalm 137:1.
Not faithful in business, fervent in spirit; serving the Lord.—Romans 12:11.

Mine be the reverent listening love That waits all day on Thee, With the service of a watchful heart Which no one else can see.

—A. L. Waring.

Nothing is small or great in God's sight; whatever he wills becomes great to us, however seemingly trifling, and if once the voice of conscience tells us that He requires anything of us we have no right to measure its importance. On the other hand, whatever He would have us not do, however important we may think it, is as naught to us. How do you know what you may lose by neglecting this duty which you think is so trifling, or the blessing which its faithful performance may bring? Be sure if you do your very best in that which is laid on you daily, you will not be left without sufficient help when some weightier occasion arises. Give yourself to Him, trust Him, fix your eye upon Him, listen to His voice, and then go on bravely and cheerfully.

Delicious Cream Cookies

- 1 cup Mazola
- 4 beaten eggs
- 1 cup nut meats
- 1/2 cup chopped raisins
- 1 teaspoon vanilla
- 4 cups flour
- 2 cups brown sugar
- 1/2 cup sweet cream
- 1/4 cup Crown Brand Corn Syrup
- 1 teaspoon lemon essence
- 1 teaspoon salt
- 1/2 cup Benson's Corn Starch
- 4 teaspoons baking powder

Cream the Mazola with the sugar and then add the eggs and beat until light. Mix the cream with the corn syrup and add to the batter alternately with the dry ingredients stirred together and mixed with the nuts and raisins. Flavor and drop by spoonfuls on buttered baking pans and cook in a moderate oven (350 degrees).

Blue Bread

Blue-Dyed Bread Intended For Hogs Ground Into Flour In France

France's blue-dyed wheat, intended for hogs, has found its way into some of the nation's bread, with the result that angry consumers are demanding prosecutions.

Authorities of the government announced 22 tons of flour had been ground from denatured wheat, intended solely for livestock, and sold to bakers of the Tarascon region. No ill effects from the bread were reported, except to the feelings of the consumers, who concluded that, having paid the standard price for their bread, they had been cheated.

Corn Growing On Prairies

A new argument for corn growing on the prairies is found in the experience of last season that grasshoppers will not readily attack the leaves or stalks. In many cases when wheat, oats and barley were stripped, the corn was untouched and provided feed for live stock.

His Master's Choice



That happy look on his Master's face! Sure thing, there's a reason for it. He knows what's best for him. It's the tobacco he uses for "rolling his own"—fragrant, easy-rolling Ogden's Fine Cut. Ogden's rolls a better cigarette—richer, cooler and smoother. Rolls it easier too—particularly when a man uses "Chantrelle" or "Vogue" cigarette papers. Yes, sir, there's a mighty good reason for his Master's Choice and a real reason for that smile of contentment. Ogden's Fine Cut and the right paper—that combination is the wise smoker's choice.

SAVE THE POKER HANDS

OGDEN'S FINE CUT

P.S.—At any Police Hand Premium Store or by mail-order you get 3 large booklets of "Vogue" or "Chantrelle" cigarette papers in exchange for one complete set of Poker Hands.

Your Pipe Knows Ogden's Cut Plug

Flight Of Sea Gull

Bird With Cotton Thread Entangled In Beak Is Rescued

A seagull, believed to be the bird whose beak was reported wired shut and whose plight created considerable concern among bird lovers, has been rescued.

Xards of fine cotton thread had become entangled in the bird's beak, causing its slow starvation and ultimate collapse in Vancouver, 34 miles from Seaside park, where the bird's distress was first reported.

Butcher: "Do you wish round steak, madam?"

Bride: "Oh, the shape doesn't matter, if it's tender."

Here's Quickest, Simplest Way to Stop a Cold



1. Take 2 Aspirin Tablets.
2. Drink full glass of water.
3. If throat is sore, crush and dissolve 3 Aspirin Tablets in a half glass of water and gargle according to directions in box.

Almost Instant Relief

in this Way


The simplest method pictured above is the way doctors throughout the world now treat colds.

It is recognized as the QUICK-EST, safest, surest way to treat a cold. For it will check an ordinary cold almost as fast as you caught it.

Ask your doctor about this. And when

you buy, see that you get Aspirin Tablets. Aspirin is the trademark of The Bayer Company, Limited, and the name Bayer in the form of a cross is on each tablet. They dissolve almost instantly. And thus work almost instantly when you take them. And for a gargle, Aspirin Tablets dissolve so completely they leave no irritating particles. Get a box of 12 tablets or a bottle of 24 or 100 at any drug store.

DOES NOT HARM THE HEART



HERE ARE THE USUAL SIGNS OF ACID STOMACH

Neuralgia Feeling of Weakness
Headaches Mouth Acidity
Nausea Loss of Appetite
Indigestion Sour Stomach
Nervousness Sleeplessness
Auto-intoxication

WHAT TO DO FOR IT

TAKE—2 teaspoonfuls of Phillips' Milk of Magnesia in a glass of water every morning when you get up. Take another teaspoonful after eating, and another before you go to bed.

OR—Take the new Phillips' Milk of Magnesia Tablets—one tablet for each meal, as directed above.

If you have Acid Stomach, don't worry about it. Follow the simple directions given above. This small dosage of Phillips' Milk of Magnesia acts at once to neutralize the acids that cause headache, stomach pains and other distress. Try it. You'll feel like a new person.

But—the careful you get genuine Phillips' Milk of Magnesia, or Phillips' Milk of Magnesia Tablets when you buy—25¢ and 50¢ sizes.

ALSO IN TABLET FORM
Each tiny tablet is the equivalent of a teaspoonful of Phillips' Milk of Magnesia.

Phillips' Milk of Magnesia



CALGARY DRY

The West's Finest Ginger Ale

The thrilling drink all good tastes appreciate

CALGARY BREWING AND MALTING CO., LTD.

Orange CRUSH
CRUSH Rickey

BOTH
GOOD



Insist On the
Genuine
BUFFALO
BRAND

Malt

for digestion

Yeast

for vitality

Hops

for appetite

That's Beer!

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Bassano

"BEER PERMITS"

Government Permits for the purchase of "Beer Only" and good for one year may be obtained at any Vendor's Store. Price One Dollar.

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Now is the Time
to Check up on
Your
**PRINTING
REQUIREMENTS**
Then See

**The Call,
Gleichen.**

Town & District

Mrs. V. M. has been spending the last few days with friends in Calgary.

W. P. Pineau is directing a play to be put on the latter part of April.

T. Krause who has been ill in bed for several days, is up and around again.

Miss Ruth Northcott, violinist, will be soloist at the Sacramento Service in the United Church next Sunday.

K. R. McLean, Sight Specialist, 224, 8th Ave. West, Calgary, will be at Dr. Farquharson's office Monday, March 26th up to 1 p.m.

C. Pinckett has vacated his home where he has been all winter, and is at present staying with W. W. Brown. Last Wednesday evening Wesley Desjardine entertained his ground hockey club at a supper. The boys agree Wes is a good sport, and Mrs. F. Desjardine a good cook. They especially enjoyed the "I scream" (ice cream) as a dessert.

During the week a series of special services is being conducted at the Eventide Home each evening at 8 p.m. They were opened last Sunday afternoon by Staff Captain and Mrs. T. S. Stewart, of Calgary. Other officers of Calgary and our two local ministers, Revs. J. W. House and V. M. Gilbert have been enlisted as speakers. The public are invited.

About 75 friends and neighbors gathered at the Meadowbrook Community Hall on Friday evening to bid farewell to Mr. and Mrs. Paul Bushman and family who are leaving the district and moving to Tader where they will make their new home. The evening was spent in cards and dancing. Mr. Neil McMillan and Mrs. A. N. McLeay won first prizes for court whist, while Mrs. C. Bouche and Mr. J. W. Hatchison received the consolation prizes.

A number of subscriptions to The Call are due and we would ask each and every subscriber to give the matter immediate attention as we are very much in need of these small amounts at present, which in the aggregate amount to several hundred dollars. In the past we have troubled subscribers very little, and consequently have been obliged to pay out cash until it hurt. We would now now request each subscriber to return the trust by doing their best to settle their account or at least let us know what we may expect.

Gleichenites have reason to feel proud of the Gunners. We have the second best intermediate team in Western Canada, and next year we hope to have the best. Ode lost out with several large scores to Coleman, while in the final Swift Current lost out to the "Cole" town by a large score especially the last game. The Gunners gave Coleman the best run for the money and if one of the final games had been played on Gleichen ice before a local crowd Coleman would probably never have made the winning goal. Coleman we congratulate you in winning the Western Canada Intermediate hockey championship.

A number of friends and neighbors gathered at the home of Mr. P. Brown on Thursday evening to wish him many happy returns of the day. The occasion being his birthday, and a large cake was provided for the lunch. On behalf of his friends Mr. Steve Williams presented Mr. Brown with a leather bill fold as a token of esteem. As his birthday was the following day, the cake was cut and the presentation made after midnight. These present enjoyed an evening of cards and dancing, and all Mr. Brown's friends join in wishing him many prosperous and happy years ahead.

At a meeting held on March 15th of the Gleichen Boy Scouts, seventeen boys were in attendance. A competition is on between the patrols each week. Each patrol has a corner and they decorate and receive points for the things they bring. This week Pigeons, O. Is and Foxes each received a point. The standing now is: Pigeons 12, Pigeons 9, Owls 8, Foxes 8. Next week Mr. Gooderham will give a short lecture. Any person wishing to attend these meetings will be welcome.

COMING EVENTS

March 31—St. Andrew's W. A. Easter Tea and sale of home cooking.
April 2—Annual Firemen's dance Com. Hall.

The largest door in the world, weighing 35 tons has been installed in a bank vault in Berlin.

**WELL SCREENED
COAL**
\$8.00 Per Ton
**STANDARD COAL
MINE**
H. CASTELLA & SON

**CENT-A-MILE
Bargains
TO
Pacific
Coast**

Vancouver - Victoria
from stations in Ontario (Port
Arthur and West) Manitoba, Sa-
skatchewan and Alberta.

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Good for stopover at Banff and
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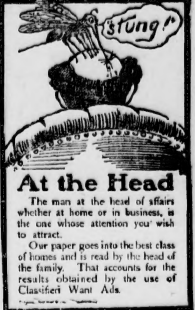
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FARES
for
Easter**

Between all points in Canada
**SINGLE FARE
for ROUND TRIP**
Going March 31 to April 1
Return leave destination by Ap. 2

**FARE and one
QUARTER**

Going March 29 to April 1
Return leave destination by Ap. 3
(Minimum fare FIFTY cents)

Apply Ticket Agent
CANADIAN PACIFIC



At the Head

The man at the head of affairs whether at home or in business, is the one whose attention you wish to attract.
Our paper goes into the best class of homes and is read by the head of the family. That accounts for the results obtained by the use of Classified Want Ads.

CLASSIFIED ADS

Notice under this heading 15 words or under 50c, first insertion and 25c. each subsequent insertion 3 weeks \$1.00. Over 15 words one cent per word for each insertion.

FOR SALE — One man fanning mill. Stockholder cream separator. Apply E. Gleichbach, Gleichen.

The Gleichen Flour Mill

If there is anything better than Beau Ideal Flour, it's more Beau Ideal Flour.

If you are not using it get some. If you are using it get more. By all means get the Beau Ideal habit. It is not a bad one, and it will save you money.

There is a good stock on hand at the Gleichen Flour Mill.

GEO. W. EVANS

Undertaker
And Embalmer

MOTOR HEARSE

Artificial wreaths always on hand. Weather does not effect these flowers in any way.



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from The Call

